

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

Applicants: Kamfu WONG et al.

U.S. Serial No.: 10/585,225

Filing Date: June 30, 2006

Title: METHOD AND SYSTEM FOR  
PERSONALIZED AND LOCALIZED  
T.V. AD DELIVERY

---

Examiner: Aklil M. Tesfaye

Art Unit: 2423

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 C.F.R. 1.111**

Sir:

In response to the Office Action mailed August 24, 2010, Applicants submit the following arguments in support of allowance of the present patent application.

**Amendments to the claims** begin on page 2.

**Comments** begin on page 11.